

**Yakima County**  
**Quit Line Data Summary**  
January 1 - June 30, 2005

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 374</b>	<b>N = 11,781</b>
<b>Percent of Statewide Calls</b>	3.9%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 374</b>	<b>N = 10,080</b>
Female	63.6%	61.2%
Male	36.4%	38.8%
<b>Race/Ethnicity</b>	<b>N = 329</b>	<b>N = 8,813</b>
People of Color	5.2%	9.5%
White	94.8%	90.5%
<b>Age</b>	<b>N = 367</b>	<b>N = 9,893</b>
Less than 18 years old	1.4%	1.5%
18 - 24 years old	12.5%	18.1%
25 - 34 years old	22.1%	25.4%
35 - 44 years old	24.8%	22.0%
45 years and older	39.2%	33.0%
<b>Education</b>	<b>N = 359</b>	<b>N = 9,282</b>
Did not graduate high school	29.8%	20.8%
High school graduate	34.0%	34.4%
Some college/vocational school	25.9%	34.8%
College graduate	10.3%	10.0%
<b>Caller Type</b>	<b>N = 372</b>	<b>N = 10,635</b>
General Information	3.5%	7.2%
Health care provider	0.5%	1.9%
Tobacco user	96.0%	90.9%
<b>Payer Type</b>	<b>N = 283</b>	<b>N = 7,421</b>
Insured	29.3%	37.4%
Uninsured	35.7%	33.0%
Medicaid	35.0%	29.6%
<b>Heard About</b>	<b>N = 321</b>	<b>N = 8,468</b>
Past caller	12.8%	13.4%
Employer/worksites	0.6%	1.3%
Health care provider	20.6%	23.4%
Television	23.7%	15.9%
Outdoor advertisement (billboard/bus/wall)	0.9%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	1.9%	3.9%
Newspaper/Magazine	0.6%	1.7%
Brochure/Newsletter	2.2%	4.3%
Family or friend	32.4%	28.1%
Health Department	2.5%	3.2%
School	1.9%	1.8%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.